

ORDER



KSDK

Orders
Order / Rev: 706381
Alt Order #: 06276030
Product Desc: ATTORNEY KOSTER
Estimate:
Flight Dates: 10/08/12 - 11/05/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: Political

Primary AE: Joe McGuire
Sales Office: T-ATL
Sales Region: NAT

Agency
Name: Luc Media, Inc./ POL
Buying Contact:
Billing Contact:
 25 Whitlock Place SW Suite 201
 Marietta, GA 30064

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Koster, Chris, Atty General / D
Demographic: A25-54
Product Codes: PL-State/Local Misc
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	128	\$124,225.00	\$105,591.25
10/29/12	11/05/12	57	\$75,200.00	\$63,920.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	128	\$124,225.00	\$105,591.25	0.00
November 2012	57	\$75,200.00	\$63,920.00	0.00
Totals	185	\$199,425.00	\$169,511.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe McGuire			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSDK	40%	\$199,425.00
Market	100%	\$498,562.50

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	6%	\$29,913.75
KETC	0%	\$0.00
KMOV	12%	\$59,827.50
KNLC	0%	\$0.00
KPLR	7%	\$34,899.38
KTVI	35%	\$174,496.88
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/08/12	10/12/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
TODAY IN STL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--			4		\$500.00		0.00				
E 2	KSDK	10/15/12	10/19/12		CM	6-7A	MTWTF--	:30	4	\$600.00	P-3	0.00	NM	4	\$2,400.00

Order / Rev: 706381
 Alt Order #: 06276030
 Flight Dates: 10/08/12 - 11/05/12

Advertiser: Koster, Chris, Atty General / D
 Product Desc: ATTORNEY KOSTER
 Estimate:

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-7A 6-7a														
TODAY IN STL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--				4	\$600.00		0.00			
E 3	KSDK	10/22/12	11/02/12	M-F 6-7A 6-7a	CM	6-7A MTWTF--	:30	7	\$900.00	P-2	0.00	NM	14	\$12,600.00
TODAY IN STL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--				7	\$900.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--				7	\$900.00		0.00			
E 4	KSDK	11/05/12	11/05/12	M-F 6-7A 6-7a	CM	6-7A M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
TODAY IN STL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$900.00		0.00			
E 5	KSDK	10/08/12	10/12/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A MTWTF--	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--				4	\$450.00		0.00			
E 6	KSDK	10/15/12	10/19/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A MTWTF--	:30	4	\$560.00	P-3	0.00	NM	4	\$2,240.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--				4	\$560.00		0.00			
E 7	KSDK	10/22/12	11/02/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A MTWTF--	:30	7	\$825.00	P-2	0.00	NM	14	\$11,550.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--				7	\$825.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--				7	\$825.00		0.00			
E 8	KSDK	11/05/12	11/05/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A M-----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$825.00		0.00			
E 9	KSDK	10/08/12	10/12/12	M-F Noon News Noon News	CM	12-1230p MTWTF--	:30	3	\$300.00	P-3	0.00	NM	3	\$900.00
NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--				3	\$300.00		0.00			
E 10	KSDK	10/15/12	10/19/12	M-F Noon News Noon News	CM	12-1230p MTWTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--				3	\$350.00		0.00			
E 11	KSDK	10/22/12	11/02/12	M-F Noon News Noon News	CM	12-1230p MTWTF--	:30	5	\$525.00	P-2	0.00	NM	10	\$5,250.00
NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--				5	\$525.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--				5	\$525.00		0.00			
E 12	KSDK	11/05/12	11/05/12	M-F Noon News Noon News	CM	12-1230p M-----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$525.00		0.00			
E 13	KSDK	10/08/12	10/12/12	M-F 5P News News Channel 5 at 5P	CM	5-530P MTWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
NEWS 5 AT 5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 706381
 Alt Order #: 06276030
 Flight Dates: 10/08/12 - 11/05/12

Advertiser: Koster, Chris, Atty General / D
 Product Desc: ATTORNEY KOSTER
 Estimate: KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KSDK	10/08/12	10/12/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
NEWS 5 AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					4	\$1,000.00		0.00			
E 14	KSDK	10/15/12	10/19/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	4	\$1,250.00	P-3	0.00	NM	4	\$5,000.00
NEWS 5 AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					4	\$1,250.00		0.00			
E 15	KSDK	10/22/12	10/26/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	5	\$1,250.00	P-3	0.00	NM	5	\$6,250.00
NEWS 5 AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,250.00		0.00			
E 16	KSDK	10/29/12	11/02/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	5	\$1,875.00	P-2	0.00	NM	5	\$9,375.00
NEWS 5 AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,875.00		0.00			
E 17	KSDK	11/05/12	11/05/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$1,875.00	P-2	0.00	NM	1	\$1,875.00
NEWS 5 AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,875.00		0.00			
E 18	KSDK	10/08/12	10/12/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	4	\$1,100.00	P-3	0.00	NM	4	\$4,400.00
NEWS 5 AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					4	\$1,100.00		0.00			
E 19	KSDK	10/15/12	10/19/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	4	\$1,350.00	P-3	0.00	NM	4	\$5,400.00
NEWS 5 AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					4	\$1,350.00		0.00			
E 20	KSDK	10/22/12	11/02/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	5	\$2,025.00	P-2	0.00	NM	10	\$20,250.00
NEWS 5 AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$2,025.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$2,025.00		0.00			
E 21	KSDK	11/05/12	11/05/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$2,025.00	P-2	0.00	NM	1	\$2,025.00
NEWS 5 AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,025.00		0.00			
E 22	KSDK	10/08/12	10/12/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					4	\$1,000.00		0.00			
E 23	KSDK	10/15/12	10/19/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	4	\$1,300.00	P-3	0.00	NM	4	\$5,200.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					4	\$1,300.00		0.00			
E 24	KSDK	10/22/12	11/02/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	5	\$1,950.00	P-2	0.00	NM	10	\$19,500.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,950.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,950.00		0.00			

Order / Rev: 706381
 Alt Order #: 06276030
 Flight Dates: 10/08/12 - 11/05/12

Advertiser: Koster, Chris, Atty General / D
 Product Desc: ATTORNEY KOSTER
 Estimate: KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	KSDK	10/22/12	11/02/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	5	\$1,950.00	P-2	0.00	NM	10	\$19,500.00
WHEEL OF FORTUNE															
E 25	KSDK	11/05/12	11/05/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$1,950.00	P-2	0.00	NM	1	\$1,950.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$1,950.00		0.00				
E 26	KSDK	10/08/12	10/12/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
NEWS 5 AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--			5		\$1,200.00		0.00				
E 27	KSDK	10/15/12	10/19/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	5	\$1,500.00	P-3	0.00	NM	5	\$7,500.00
NEWS 5 AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTWTF--			5		\$1,500.00		0.00				
E 28	KSDK	10/22/12	11/02/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	5	\$2,250.00	P-2	0.00	NM	10	\$22,500.00
NEWS 5 AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$2,250.00		0.00				
Week:		10/29/12	11/04/12	MTWTF--			5		\$2,250.00		0.00				
E 29	KSDK	11/05/12	11/05/12	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
NEWS 5 AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$2,250.00		0.00				
E 30	KSDK	10/13/12	10/13/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$335.00	P-2	0.00	NM	1	\$335.00
TODAY IN STL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$335.00		0.00				
E 31	KSDK	10/20/12	11/03/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$375.00	P-2	0.00	NM	3	\$1,125.00
TODAY IN STL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$375.00		0.00				
Week:		10/22/12	10/28/12	-----S-			1		\$375.00		0.00				
Week:		10/29/12	11/04/12	-----S-			1		\$375.00		0.00				
E 32	KSDK	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$400.00		0.00				
E 33	KSDK	10/20/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$500.00	P-3	0.00	NM	3	\$1,500.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$500.00		0.00				
Week:		10/22/12	10/28/12	-----S-			1		\$500.00		0.00				
Week:		10/29/12	11/04/12	-----S-			1		\$500.00		0.00				
E 34	KSDK	10/13/12	10/13/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
NWS CHNL 5 AT 9A SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$400.00		0.00				
E 35	KSDK	10/20/12	10/27/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$500.00	P-3	0.00	NM	2	\$1,000.00
NWS CHNL 5 AT 9A SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 706381
 Alt Order #: 06276030
 Flight Dates: 10/08/12 - 11/05/12

Advertiser: Koster, Chris, Atty General / D
 Product Desc: ATTORNEY KOSTER
 Estimate: KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	KSDK	10/20/12	10/27/12	Sat 9a Sat 9-10a NWS CHNL 5 AT 9A SAT	CM	9-10A	-----S-	:30	1	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$500.00		0.00			
Week:		10/22/12	10/28/12	-----S-					1	\$500.00		0.00			
E 36	KSDK	11/03/12	11/03/12	Sat 9a Sat 9-10a NWS CHNL 5 AT 9A SAT	CM	9-10A	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$750.00		0.00			
E 37	KSDK	10/14/12	10/14/12	Sun 6-7A Sun 6-7A TODAY IN STL SUN	CM	6-7A	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$300.00		0.00			
E 38	KSDK	10/21/12	11/04/12	Sun 6-7A Sun 6-7A TODAY IN STL SUN	CM	6-7A	-----S	:30	1	\$375.00	P-2	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$375.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$375.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$375.00		0.00			
E 39	KSDK	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$400.00		0.00			
E 40	KSDK	10/21/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$500.00		0.00			
E 41	KSDK	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$750.00		0.00			
E 42	KSDK	10/14/12	10/14/12	Sun 9a Sun 9-10a NEWS CHNL 5 AT 9A SUN	CM	9-10A	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$400.00		0.00			
E 43	KSDK	10/21/12	10/28/12	Sun 9a Sun 9-10a NEWS CHNL 5 AT 9A SUN	CM	9-10A	-----S	:30	1	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$450.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$450.00		0.00			
E 44	KSDK	10/13/12	10/13/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$400.00		0.00			
E 45	KSDK	10/20/12	10/20/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$650.00		0.00			
E 46	KSDK	10/27/12	11/03/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$975.00	P-2	0.00	NM	2	\$1,950.00

Order / Rev: 706381
 Alt Order #: 06276030
 Flight Dates: 10/08/12 - 11/05/12

Advertiser: Koster, Chris, Atty General / D
 Product Desc: ATTORNEY KOSTER
 Estimate:

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 57	KSDK	11/04/12	11/04/12	Post NFL News	CM	Various	-----S	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
				Post NFL Late News											
				SUN POST NFL LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$1,350.00		0.00			
E 58	KSDK	11/05/12	11/05/12	M-F 5-6A	CM	5-6A	M-----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
				5-6a											
				TODAY IN STL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$675.00		0.00			
													Totals	185	\$199,425.00